

Central Christian College of Kansas

Title: Advanced Professional Communication

Code: BS-MG 311

Credits: 3

Prerequisites: Junior or Senior level standing

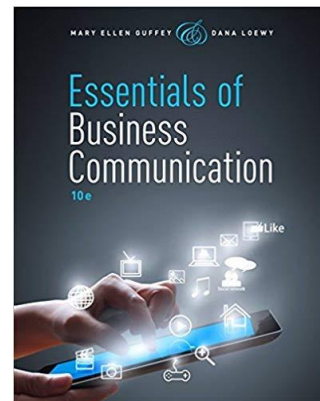
Description: This course includes in-depth discussion of current communication topics including workplace diversity, technology, correspondence applications, proposals, business plans, visual aids, teamwork, interpersonal communications, listening, nonverbal messages, presentation skills and employment communication. Positive, neutral, goodwill, negative and persuasive letters will be prepared.

At the end of the course, you will be able to:

- Understand the different types of communication and how culture can affect it.
- Explore the purpose of messages and how to properly utilize them.
- Discuss workplace messaging and the pros and cons that come with it..
- Learn about reports, and business proposals, and what they entail.
- Explore business etiquette and what it means to work in teams.
- Demonstrate knowledge on job search strategies and how to create job applications.

Textbooks:

- Guffey, M. E., Loewy, D. (2015). *Essentials of Business Communication (10th ed.)*. Cengage Learning.



Topic	Readings	Assignments
<ul style="list-style-type: none"> • Business Communication in the Digital Age 	<p>Essentials of Business Communication</p>	<ul style="list-style-type: none"> • Pre-test • Plagiarism Certificate • Discuss 1.1: Communication Barrier

	<ul style="list-style-type: none"> Chapter 1 	<ul style="list-style-type: none"> Apply 1.1: Communication Skills Assessment
Topic	Readings	Assignments
<ul style="list-style-type: none"> Business Writing 	Essentials of Business Communication <ul style="list-style-type: none"> Chapter 2 Chapter 3 Chapter 4 	<ul style="list-style-type: none"> Discuss 2.1: Effective Communication Discuss 2.2: Frequent Feedback Discuss 2.3: Professional Relevancy Apply 2.1: Business Plan Proposal Week 2 Evaluation
Topic	Readings	Assignments
<ul style="list-style-type: none"> Workplace Communication 	Essentials of Business Communication <ul style="list-style-type: none"> Chapter 5 Chapter 6 Chapter 7 Chapter 8 	<ul style="list-style-type: none"> Discuss 3.1: Rules of Engagement Discuss 3.2: Ignored Rules Apply 3.1: Persuasive Message
Topic	Readings	Assignments
<ul style="list-style-type: none"> Business Proposals 	Essentials of Business Communication <ul style="list-style-type: none"> Chapter 9 Chapter 10 	<ul style="list-style-type: none"> Discuss 4.1: Feasibility Report Apply 4.1: Written Interview Plan Week 4 Evaluation
Topic	Readings	Assignments
<ul style="list-style-type: none"> Professionalism, Teamwork, Meetings, and Speaking Skills 	Essentials of Business Communication <ul style="list-style-type: none"> Chapter 11 Chapter 12 	<ul style="list-style-type: none"> Discuss 5.1: Professional Presentation Apply 5.1: Pros and Cons
Topic	Readings	Assignments
<ul style="list-style-type: none"> Employment Communication 	Essentials of Business Communication <ul style="list-style-type: none"> Chapter 13 Chapter 14 	<ul style="list-style-type: none"> Discuss 6.1: Job Market Strategy Apply 6.1: Job Application Post-test

Assessments	Number	Points Each	Total
Discussion	9	25	225
Applies	5	50	250
Week 6 Apply	1	75	75
Evaluations	2	20	40
Pre-Test Participation	1	5	5
Post-Test Participation	1	5	5
Total			600

Students are expected to post in the discussion board a **minimum of three separate posts** on three separate post dates per discussion thread. The three posts for **each** thread must include:

1. One "initial" post in response to the instructor's question (or stated assignment) no later than Thursday of each course week.
2. Two "follow up" posts in response to at least one classmate by Sunday of each course week.

The initial response to a discussion question should substantively demonstrate familiarity with the content of the question. The response should be 150-200 words in length. To ensure the discussion is a collective and focused exploration of the topic in the question, the discussion thread should remain focused on the question.

The timing of responses is important since other students are dependent on your postings in order to fully develop the discussion and to post "follow up" discussion entries. Responses should occur in the week the discussion question is posted for reply. Preparation for the response is encouraged to ensure a thoughtful and well-founded contribution to the discussion.

Each learner is expected to both respond initially (by Thursday each week) to the discussion question or assignment instruction posted by the instructor/facilitator each week and make at least two follow-up responses to other learners' postings in the discussion thread by the end of the week (Sunday at 11:59pm). The purpose is to ensure an informed and thoughtful dialogue focused on the topic.

Initial Response (Standard Posting Requirements)

0 Points	1-2 Points	3-4 Points	5 Points
No initial response posted.	Initial response is superficial (less than 100 words), and/or	A substantive initial response is posted prior to Thursday at 11:59	A substantive initial response is posted prior to Thursday at 11:59 p.m. EST that includes at least 1 reference to course material or

0 Points	1-2 Points	3-4 Points	5 Points
	posted after Thursday at 11:59 p.m. EST.	p.m. EST that contains 100-149 words.	another reliable source (150 words or more).

Initial Response (Quality of Content)

0 Points	1-2 Points	3-4 Points	5 Points
Response is irrelevant to the question and does not add to the intent of the discussion.	Response addresses the question, but lacks depth or goes off topic.	Response addresses the question, though greater reflection or development of thought would be helpful.	Response addresses the question, is reflective, and represents a substantive contribution to the discussion.

Follow-Up Posts

0 Points	1-2 Points	3-4 Points	5 Points
No follow-up posts made.	Follow-up posts do not provide sufficient analysis or synthesis of the discussion.	Follow-up posts demonstrate an appreciation for the input of others and add to the discussion.	Follow-up posts elaborate on the comments of others and add to the discussion with further analysis and synthesis.

Mechanics

0 Points	1-2 Points	3-4 Points	5 Points
Posts lack any organization and/or contain multiple errors in spelling or mechanics.	Posts are somewhat organized, but interrupted by significant errors in spelling and mechanics.	Posts could benefit by a bit more organization and attention to mechanical details.	Posts are clear and formatted in a way that is easy to read, free from spelling and mechanical errors.

Frequency of Participation

0 Points	1-2 Points	3-4 Points	5 Points
No participation in discussion.	All posts made on the same day.	Posts made on 2 different days.	Posts made on 3 (or more) different days.

Apply

There are **six** application assignments in this course. These are designed so you apply the knowledge and skills you learn during the week.

Please note that all apply assignments are worth **fifty** points besides the week 6 apply. Since the week 6 apply is a culmination of all of the weeks, it will be worth **seventy-five** points.

Introduction

Absent	Needs Improvement	Proficient
There is no introduction to the paper. (0 points)	There is an introduction, but it does not introduce the topic, its importance, and/or alert readers to the structure of the discussion of your ideas. (1-6 points)	There is an introduction that introduces the topic, its importance, and it alerts readers to the structure of the discussion of your ideas. (7 points)

Body (Use of Course Terms and Concepts)

Absent	Needs Improvement	Proficient
No course terms and concepts were used. (0 points)	Some of the course terms and concepts were used inappropriately or key terms and concepts were missing from the discussion. (1-19 points)	All of the relevant course terms and concepts were present and used appropriately in the discussion. (20 points)

Conclusion

Absent	Needs Improvement	Proficient
There is no conclusion to the paper. (0 points).	There is a conclusion, but it does not synthesize the main ideas of the paper, and/or provides implications for research and/or practice. (1-7 points)	There is a conclusion that synthesizes the main ideas of the paper, and/or provides implications for research and/or practice. (8 points)

Writing Mechanics (e.g. Spelling, Grammar, etc.)

Absent	Needs Improvement	Proficient
The paper had severe problems with spelling, grammar, etc. errors. (0 points)	The paper had some spelling, grammar, etc. errors. (1-4 points).	The paper had very minimal spelling, grammar, etc. errors. (5 points).

Format (e.g., length, font size, margins, in-text citations and reference list in APA style)

Absent	Needs Improvement	Proficient
The paper did not meet the minimum format requirements. (0 points)	The paper met some of the format requirements. (1-9 points)	The paper met all format requirements. (10 points)

Evaluations

There are **two** evaluations in this course: covering the knowledge and skills discussed during the week. Each evaluation has **differing amount of** questions.

- Week 2: Ten True/False questions at 2 points each.
- Week 4: Five Multiple Choice questions at 4 points each.

Final Paper

The final paper will be worth double the amount of points of normal Apply assignments. Make sure to plan more time when completing the final paper.

Ratings

Criteria	Absent	Needs Improvement	Proficient
Introduction	There is no introduction to the paper. (0 points)	There is an introduction, but it does not introduce the topic, its importance, and/or alert readers to the structure of the discussion of your ideas. (1-14 points)	There is an introduction that introduces the topic, its importance, and it alerts readers to the structure of the discussion of your ideas. (15 points)

Criteria	Ratings		
	Absent	Needs Improvement	Proficient
Body (Use of Course Terms and Concepts)	No course terms and concepts were used. (0 points)	Some of the course terms and concepts were used inappropriately or key terms and concepts were missing from the discussion. (1-49 points)	All of the relevant course terms and concepts were present and used appropriately in the discussion. (50 points)
Conclusion	There is no conclusion to the paper. (0 points)	There is a conclusion, but it does not synthesize the main ideas of the paper, and/or provides implications for research and/or practice. (1-14 points)	There is a conclusion that synthesizes the main ideas of the paper, and/or provides implications for research and/or practice. (15 points)
Writing Mechanics (e.g. Spelling, Grammar, etc.)	The paper had 10 or more spelling, grammar, etc. errors. (0 points)	The paper had 5-10 spelling, grammar, etc. errors. (1-9 points)	The paper had very minimal spelling, grammar, etc. errors. (10 points)
Format (e.g., length, font size, margins, in-text citations and reference list in APA style)	The paper did not meet the minimum format requirements and/or no APA citation. (0 points)	The paper met some of the format requirements. (1-9 points)	The paper met all format requirements and APA requirement. (10 points)